CHARGE NUMBER: 2100

PROJECT TITLE: NEW PRODUCT INNOVATIONS

PROJECT LEADER: H. V. LANZILLOTTI H.V.L./adv

PERIOD COVERED: NOVEMBER, 1985

I. Project Vanguard

Cooperative program initiated with Physical Research, Chemical Research, Flavor Development and Product Evaluation divisions. Program objectives are as follows:

Short Range: Develop "cold swept" device preferred to Favor.

Medium Range: Develop device which delivers smoke flavored aerosol. May be attached to desk mounted power supply.

Long Range: Develop device which looks and feels like a cigarette and gives similar satisfaction.

Status:

Short Range: "Cold Swept" concepts being handmade and tested for feasibility. Several models being used for flavor screening. Flavor release from PVA (Flavor Dot technology) as well as encapsulation of water and flavors being investigated for applicability.

Medium Range: Flavor and Blend testing continues for hand held electric cigarettes. Blends with higher humectant levels produced less visible aerosol.

Long Range: Subjective tests designed for piezoelectrically and ultrasonically generated aerosols.

II. Flavor Dot

Objective:

To develop a filter flavor release system, with or without a unique end appearance.

Status:

Series of PVA/menthol formulations being tested for menthol release. Homologous series of flavor components being prepared by Flavor Development. Test initiated to determine if components other than menthol can be released from PVA and if so, what are pertinent chemical properties.

III. Project Premium

Objective:

Develop a cigarette which will be perceived by the consumer as a premium product both in appearance and taste.

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Project Premium Cont'd

Status:

Machine made models requested incorporating three blend types with and without special flavors. Handmade models to demonstrate appearance of various combinations of tipping and cigarette papers being assembled for Focus Group testing.

IV. Low Tar Full Flavor - Dual Rod Program

Objective:

To develop a cigarette product with dual-rod systems for enhanced taste/impact and unique flavor delivery profiles.

Status:

Models requested for subjective evaluation of combinations of six blend types. Each model is designed to be in 5-6mg delivery range. Smoke delivery data from full flavor models being evaluated to determine effect of dual rod concept on puff by puff delivery profile.

V. Encapsulation

Objective:

Adapt state of the art encapsulation technology for use in new or improved products.

Status:

Flavor Release: Laboratory experiments in progress to develop frangible gelatin microcapsules containing flavors for release by "scratch and sniff" technique.

Water Release: Pack OV studies in progress for encapsulated water coated on pack foil innerwrap.

Experiments being conducted to evaluate feasibility of water release from sealed microporous polypropylene packets containing water absorbed on blotter board.

VI. Instrumentation Services

Objective:

Evaluation of commercially available equipment and development of test procedures.

Status:

Program conducted with Process Engineering to improve process for determination of RTD of Barclay cigarettes using PM designed "Labyrinth" cigarette holders. Four models of cigarette insertion devices produced. Preferred model will be submitted for evaluation by FTC.

Evaluation in progress of Filtrona automatic hardness tester and automatic filter test station.

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